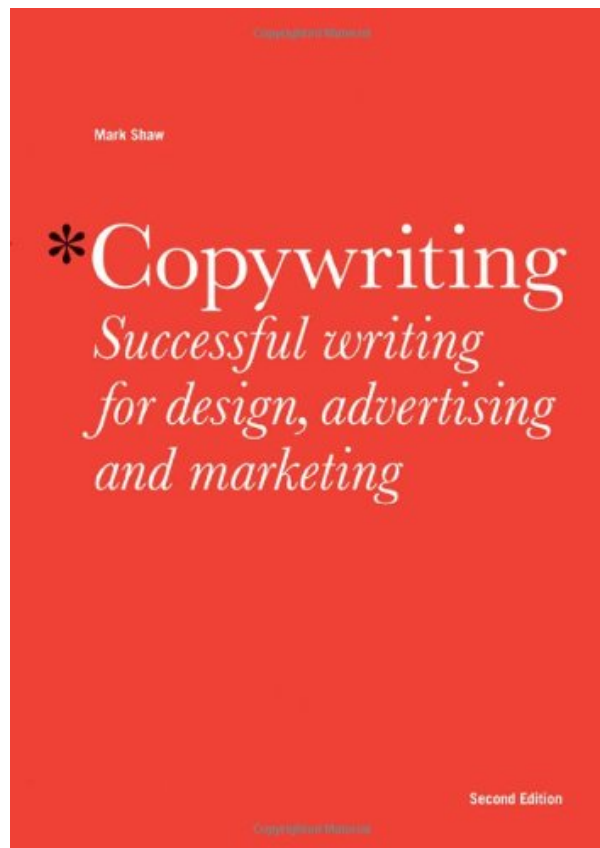
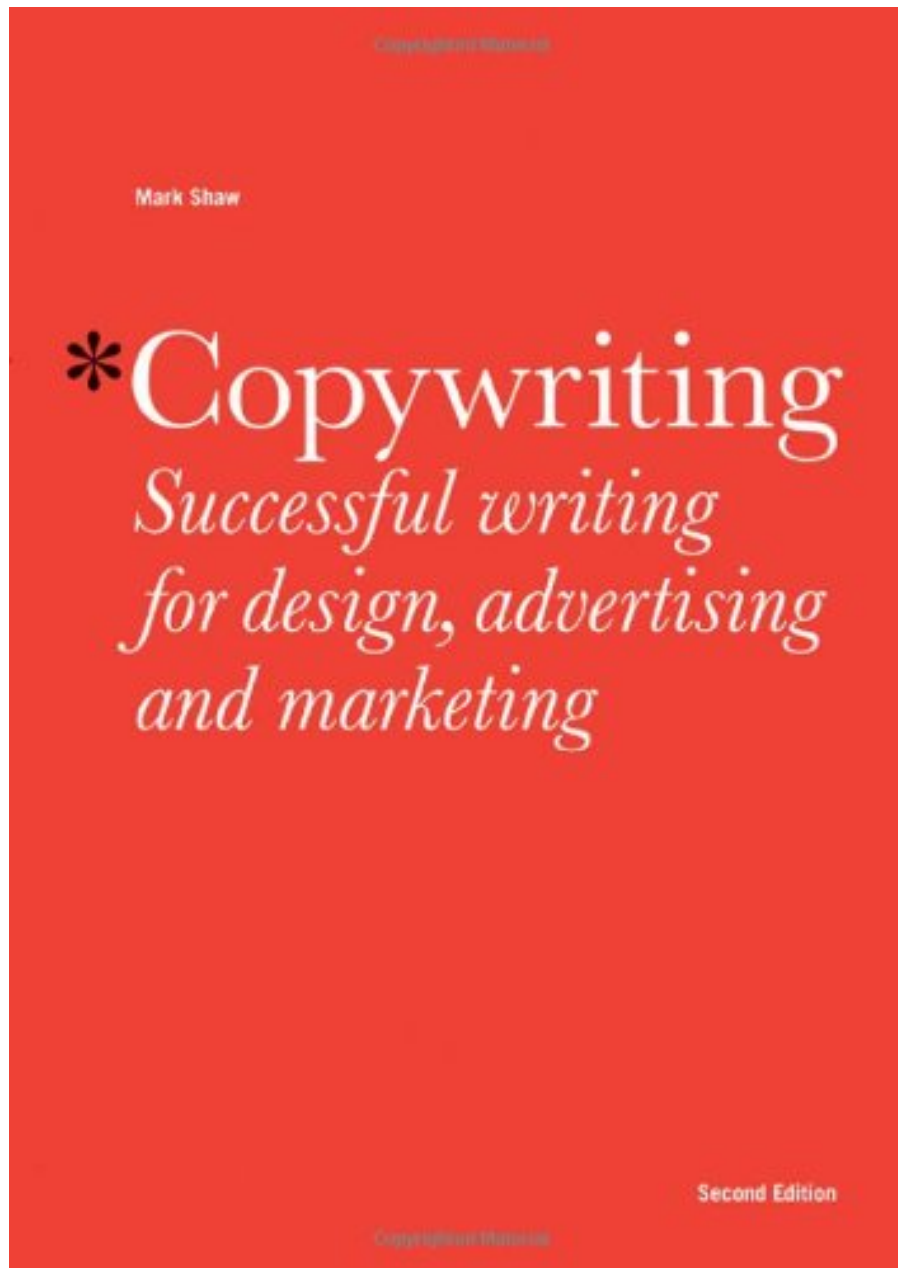


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About the Author

Mark Shaw has been a professional copywriter for over 25 years. The founder of Jupiter Design, one of the UK's top 25 design agencies, he is now the president of Liquid Agency Europe, managing global brand and messaging for some of the world's leading organizations. Mark is also a visiting fellow at Nottingham Trent University, where he regularly lectures on copywriting, messaging, and branding.

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Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. With insightful interviews from leading copywriters, as well as illustrated case studies of major brands, this new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogs, company magazines, and internal communications.

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In the business

By b00kll0vr

I have been in the "business" for years. I picked up this book because I had a little creativity block. I think this book is more designed for someone starting out than someone established in the business. That being said I made it three quarters of the way through the book and was so excited about an idea I got early on that I stayed up all night drawing out a plan.

I may be biased because I come from the same world as the author - however, I think this is a great read for everyone from junior to President. We sometimes forget what made us successful in the first place. I also thing learning to write copy is a great skill to have for resume and cover letter writing as well as music, poetry or fiction if that's your hobby.

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By Chestnut

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